



Branded Program Training & Export Readiness!

An opportunity to speak with export veterans

Presented by the Western U.S. Agricultural Trade Association (WUSATA) and the Washington State Department of Agriculture (WSDA)



**Is your company ready to export or introduce a new product internationally?
Are you finding it difficult overcoming trade barriers?
If so, the Branded and Export Readiness Programs are for you!**

BRANDED PROGRAM SEMINAR

TUESDAY, FEBRUARY 28, 2006

MAYFLOWER PARK HOTEL, SEATTLE

Attend the Branded Program Seminar for only \$40.00 (including lunch) and learn about a federally-funded matching funds program (USDA's Market Access Program) for small-sized food & agricultural exporters. Eligible Branded Program participants receive financial assistance for trade shows, advertising, in-store demos, PR, labeling changes and other promotional expenses. Even major domestic trade shows are eligible under this program! Additional export marketing and financial resources will also be discussed.

EXPORT READINESS (ER) CONSULTATIONS

WEDNESDAY, MARCH 1 & THURSDAY, MARCH 2, 2006

MAYFLOWER PARK HOTEL, SEATTLE

Receive personalized expert advice on exporting! Export Readiness Consultations provide participants with expert advice direct from an industry consultant, John Kauke,

who has over 20 years of experience in pioneering food industry foreign market development. You will also be introduced to state and federal export program support liaisons to assist with your information needs. **Choose an appointment time below that works for you!**

Export Readiness Consultations are two hours in length and cost just \$50.00. To participate in Export Readiness you will need to bring business cards, product literature and product samples or packaging, along with specific questions regarding your export objectives. During this consultation you will:

- ❖ Attend an individual session focusing on YOUR needs
- ❖ Get answers to your export questions
- ❖ Investigate your strategic export choices
- ❖ Design tactics to fit your strategy and budget
- ❖ Learn about state and federal export programs

SPACE IS VERY LIMITED! SIGN UP TODAY!

WUSATA prohibits discrimination in its program on the basis of race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation and marital or family status. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotope, etc.) should contact the WUSATA Executive Director (360) 693-3373.

To register, complete the form below and fax it to Branded Team at 360-693-3464

Questions? Please contact Eliza Lane (WUSATA) at 360-693-3373 or David Mudd (WSDA) at 360-902-2164

Company		
Name	Title	
Address	City / State	Zip
Phone	Email	
Fax	Website	
Product(s)		
PLEASE SELECT THE EVENT(S) YOU WISH TO ATTEND:		
TUESDAY, FEBRUARY 28 Branded Program Seminar (9:00am - 1:00pm) ➤ Space is limited to 40 participants, so be sure to register today! ➤ Check-in begins at 8:30 am ➤ Lunch is included ➤ Complimentary valet parking	WEDNESDAY, MARCH 1 8:00am - 10:00am ER Consultation 10:00am - 12:00pm ER Consultation 1:00pm - 3:00pm ER Consultation 3:00pm - 5:00pm ER Consultation	THURSDAY, MARCH 2 8:00am - 10:00am ER Consultation 10:00am - 12:00pm ER Consultation 1:00pm - 3:00pm ER Consultation 3:00pm - 5:00pm ER Consultation

Branded Program Seminar: \$40.00 (lunch included); Export Readiness Consultation: \$50.00.
Payment is due two (2) weeks prior to event date. Please make checks payable to WUSATA and mail to:
4601 NE 77th Avenue, Suite 200, Vancouver, WA 98662